

GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**TM, a menu-driven database system. The INTERNET address for **GSA Advantage!**TM is: **<http://www.GSAAdvantage.gov>**.

Schedule for - Professional Services Schedule (PSS)

Federal Supply Group: CORP **Class:** 541

Contract Number: GS00F164DA

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

Contract Period: May 25 2016- May 24 2021

Contractor: Powell Strategies, LLC
1910 TOWNE CENTRE BLVD SUITE 250
Annapolis, MD 21401

Business Size: Service Disabled Veteran Owned Small Business

Telephone: (703) 795-9195
Extension:
FAX Number: (703) 795-9195
Web Site: www.powellstrat.com
E-mail: GSA@powellstrat.com
Contract Administration: John P. Williams

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-2	541-2RC	Public Relations Services
541-3	541-3FRC	Web Based Marketing Services
541 4A	541-4ARC	Market Research and Analysis
541 4B	541 4BRC	Video/Film Production
541 4F	541 4FRC	Commercial Art and Graphic Design Service
541 5	541 5RC	Integrated Marketing Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic only

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See Attachment.

7. Quantity discounts: None Offered

8. Prompt payment terms: Net 30 days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: will accept over \$3,500

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

- 11c. **Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. **Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor
12. **F.O.B Points(s):** Destination
- 13a. **Ordering Address(es):** Same as Contractor
- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. **Payment address(es):** Same as company address
15. **Warranty provision:** Contractor’s standard commercial warranty.
16. **Export Packing Charges (if applicable):** N/A
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
18. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
19. **Terms and conditions of installation (if applicable):** N/A
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. **Terms and conditions for any other services (if applicable):** N/A
21. **List of service and distribution points (if applicable):** N/A
22. **List of participating dealers (if applicable):** N/A
23. **Preventive maintenance (if applicable):** N/A
- 24a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor’s website or other location.) The EIT standards can be found at:** www.Section508.gov/.
25. **Data Universal Numbering System (DUNS) number:** 078708470
26. **Notification regarding registration in System for Award Management (SAM) database:** Registered
27. **Final Pricing:**

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN	Labor Category	Minimum Education	Minimum Experience	Contractor / Customer Facility	5/25/2016-5/24/2017	5/25/2016-5/24/2018	5/25/2016-5/24/2019	5/25/2016-5/24/2020	5/25/2016-5/24/2021
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Principal	Masters	15	Both	\$ 180.32	\$ 183.93	\$ 187.60	\$ 191.36	\$ 195.18
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Subject Matter Expert	Bachelors	8	Both	\$ 148.11	\$ 151.07	\$ 154.09	\$ 157.18	\$ 160.32
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Project Manager	Bachelors	6	Both	\$ 135.89	\$ 138.60	\$ 141.38	\$ 144.20	\$ 147.09
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Functional Specialist	Bachelors	4	Both	\$ 74.89	\$ 76.39	\$ 77.92	\$ 79.48	\$ 81.07
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Functional Specialist - Junior	Bachelors	2	Both	\$ 44.43	\$ 45.32	\$ 46.23	\$ 47.15	\$ 48.10
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Senior Analyst	Bachelors	8	Both	\$ 137.80	\$ 140.56	\$ 143.37	\$ 146.24	\$ 149.16
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Junior Analyst	Bachelors	2	Both	\$ 58.22	\$ 59.38	\$ 60.57	\$ 61.78	\$ 63.02
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Principal Instructor	Bachelors	8	Both	\$ 137.80	\$ 140.56	\$ 143.37	\$ 146.24	\$ 149.16
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Technical Writer	Bachelors	7	Both	\$ 108.88	\$ 111.06	\$ 113.28	\$ 115.55	\$ 117.86
541 1, 541-2, 541-3, 541-5, 541-4A, 541 4B, 541 4F	Outreach Specialist	Bachelors	4	Both	\$ 78.99	\$ 80.57	\$ 82.18	\$ 83.83	\$ 85.50

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Powell offers only the personnel who meet or exceed the minimum qualification requirements stated in the Commercial Labor Category Descriptions provided herein. Powell allows experience to substitute for minimum education requirements and education to substitute for minimum years of experience. Powell criteria for substitution are as follows:

Education: An associate degree will equal 2 years of experience. A relevant bachelor's degree will equal 4 years of experience. A relevant Master's Degree will equal 6 years of experience. A Doctorate will equal 8 years of experience.

Experience: For every year of full time specific field experience, the person shall be credited with one-half

Year of degree qualifications toward the values stated in the labor category descriptions.

GSA and/or the ordering activities may have access to any employee resume (by request) before, during, or after assignment of any GSA order. If for some extenuating reason a person assigned to an order must be replaced or substituted, the ordering activity will be notified in advance, in writing, and the substituted personnel will meet or exceed the required qualifications for the departing employee's labor category.

Labor Category	Functional Responsibility	Min Education	Min Experience
Principal	Senior executive responsible for providing strategic direction, vision, leadership and program management for marketing and advertising related engagements. Contributes to organizational direction through regular involvement with senior level client leadership and team members. Defines agenda and project objectives. Ensures projects are completed on time and within budget, provides oversight on quality and risk and ensures customer requirements are met. Ensures that appropriate structure is in place to support innovation and change.	Masters	15
Subject Matter Expert	Senior expert with extensive enterprise-wide knowledge and experience in one or more designated marketing or advertising functional or domain areas; provides insight and advice concerning strategic direction and applicability of industry standard solutions; provides high-level vision to project or client leadership as it relates to customer requirements. Primarily used on projects for expertise and not in a managerial capacity.	Bachelors	8
Project Manager	Oversees the development, design, implementation, and management of projects related to marketing and advertising. Provides day to day management and technical support of client support operations; directs the planning and execution of projects and ensures compliance with estimated cost, scope and schedule; maintains and manages client interface at the COR level of the client organization; assist the Principal as required in managing contract performance.	Bachelors	6

Functional Specialist	Possesses demonstrated knowledge in field or discipline related to marketing and advertising; has substantive experience providing solutions to an organization's challenges through the application of knowledge gained through similar experience. Contributes to the implementation of strategy and helps assess the impact of campaigns and plans. Performs a variety of tasks that require both practical experience and theoretical or technical knowledge.	Bachelors	4
Functional Specialist - Junior	Knowledgeable in designated field related to advertising and or marketing; supports assessment of organization challenges using specialized skills and knowledge; contributes to the execution of the project and helps assess the impact of industry trends; supports project team objectives.	Bachelors	2
Senior Analyst	The Senior Analyst prepares and conducts analyses and studies, assessments and requirements analysis to provide solutions to meet client needs. Prepares forecasts and analyzes trends; develops and analyzes metrics and prepares reports and recommendations related to impact and effectiveness. Areas of expertise include but are not limited to communications strategy, integrated marketing, social/digital media analytics.	Bachelors	8
Junior Analyst	Prepares and conducts analyses and studies, assessments and requirements analysis to provide solutions to meet client needs. Participates in data collection, modeling, analysis and product generation. Organizes and translates data. Provides research support. Assists in preparation of reports, briefings and documentation deliverables. May provide technical writing, editing, technical support or graphic support.	Bachelors	2
Principal Instructor	Serves as training and development leader in support of project objectives. Works collaboratively with project team and client to align training and development objectives with project requirements. Demonstrated expert in curriculum planning and development and program evaluation. Designs, develops and implements training and development materials in support of project objectives. Supports internal and external audiences.	Bachelors	8
Technical Writer	Supports project team in production of project related plans, collateral and deliverables. Proficient in the use a variety of word processing, spreadsheet, graphics and scheduling tools. Gathers data and information from multiple sources and combines into a workable narrative. Supports project team in preparing final deliverables. Supports Quality Assurance.	Bachelors	7
Outreach Specialist	Conducts research and analyses to define and identify audiences and markets to support project defined communications objectives. Assists in developing integrated marketing strategies and communication plans and campaigns; collects and assesses audience population sentiment and message impact. Provides relevant market feedback to support strategy and campaign objectives.	Bachelors	4